	Type	L #	Hits	Search Text	DBs	Time stamp	Comments	Error Definition	Errors
1	BRS	L7	45	(list$3 NEAR2 term$1) WITH (categor?$2 class$2 classif?$6)	USPAT; EPO; JPO; Derwent; IBM TDB	2001/02/28 16:58			0
2	BRS	L8	12	7 AND (ad ads adverti??$4)	USPAT; EPO; JPO; Derwent; IBM TDB	2001/02/28 17:06			0
3	BRS	L9	33	7 NOT 8	USPAT; EPO; JPO; Derwent; IBM TDB	2001/02/28 17:06			0

	Type	L #	Hits	Search Text	DBs	Time Stamp	Comments	Error Definition	Errors
1	BRS	L13	71	(banner ADJ (ad ads adverti??$4))	USPAT; EPO; JPO; Derwent; IBM TDB	2001/02/28 11:59			0
2	BRS	L14	23	13 AND ((target$3 customi??$4 personal$4 individual$4) NEAR3 (ad ads adverti??$4))	USPAT; EPO; JPO; Derwent; IBM TDB	2001/02/28 11:59			0
3	BRS	L15	1	14 AND @pd<19980331	USPAT; EPO; JPO; Derwent; IBM TDB	2001/02/28 12:04			0
4	BRS	L16	20	(14 NOT 15) AND @ad<19990331	USPAT; EPO; JPO; Derwent; IBM TDB	2001/02/28 12:06			0
5	BRS	L17	10	16 AND (categor?$6 classif?$6)	USPAT; EPO; JPO; Derwent; IBM TDB	2001/02/28 12:08			0
6	BRS	L19	3	17 AND ((categor?$6 classif?$6) NEAR3 (information document$1 data business$2 access$3))	USPAT; EPO; JPO; Derwent; IBM TDB	2001/02/28 12:26			0
7	BRS	L20	3	(13 NOT 14) AND ((categor?$6 classif?$6) NEAR3 (information document$1 data business$2 access$3))	USPAT; EPO; JPO; Derwent; IBM TDB	2001/02/28 12:27			0

Status: Path 1 of [Dialog Information Services via Modem]

Status: Initializing TCP/IP using (UseTelnetProto 1 ServiceID pto-dialog)
Trying 3106900061...Open

DIALOG INFORMATION SERVICES
PLEASE LOGON:
   ******* HHHHHHHH SSSSSSSS?
Status: Signing onto Dialog
   ****
ENTER PASSWORD:
   ******* HHHHHHHH SSSSSSSS? *******
Welcome to DIALOG
Status: Connected

09/282,767

Dialog level 00.12.12D

Last logoff: 27feb01 12:20:25
Logon file405 28feb01 12:42:04
               *** ANNOUNCEMENT ***
                      ***
NEW FILE RELEASED
***Investext PDF Index (File 745)
***Daily and Sunday Telegraph (London) Papers (File 756)
***The Mirror Group Publications (United Kingdom) (File 757)

UPDATING RESUMED
***Extel News Cards from Primark (File 501)
***TFSD Ownership Database (File 540)
                      ***
RELOADED
***Kompass Asia/Pacific (File 592)
***Kompass Central/Eastern Europe (File 593)
***Kompass Latin America (File 586)
***Brands and their Companies (File 116)
***Kompass USA (File 584)
***Kompass Canada (File 594)
***PsycINFO (File 11)
FILES REMOVED
***EconBase (File 565)
***Unlisted Drugs (File 140)

>>>Get immediate news with Dialog's First Release
   news service. First Release updates major newswire
   databases within 15 minutes of transmission over the
   wire. First Release provides full Dialog searchability
   and full-text features. To search First Release files in
   OneSearch simply BEGIN FIRST for coverage from Dialog's
   broad spectrum of news wires.

      >>> Enter BEGIN HOMEBASE for Dialog Announcements <<<
      >>>   of new databases, price changes, etc.   <<<
                      ****
KWIC is set to 50.
HILIGHT set on as '*'
COREDBS is set ON as an alias for 15,9,623,810,275,624,636,621,813,16,160,148,20,77,35,
583,65,2,233,99,473,474,475,278,634,256.
SUBCL14 is set ON as an alias for 635,570,PAPERSMJ,PAPERSEU.
*** NEW Current Year Ranges Install   ***

SYSTEM:HOME
Menu System II: D2 version 1.7.8 term=ASCII
                 *** DIALOG HOMEBASE(SM) Main Menu ***

   Information:

1. Announcements (new files, reloads, etc.)
2. Database, Rates, & Command Descriptions
3. Help in Choosing Databases for Your Topic
4. Customer Services (telephone assistance, training, seminars, etc.)
5. Product Descriptions

Connections:
6. DIALOG(R) Document Delivery
7. Data Star(R)

/H = Help   /L = Logoff   /NOMENU = Command Mode

Enter an option number to view information or to connect to an online
service. Enter a BEGIN command plus a file number to search a database
(e.g., B1 for ERIC).
?b finbus

        28feb01 12:42:42 User264667 Session D11.1
             $0.00   0.225 DialUnits FileHomeBase
    $0.00 Estimated cost FileHomeBase
    $0.03 TYMNET
    $0.03 Estimated cost this search
    $0.03 Estimated total session cost   0.225 DialUnits

SYSTEM:OS - DIALOG OneSearch
   File   9:Business & Industry(R)   Jul/1994-2001/Feb 27
          (c) 2001 Resp. DB Svcs.
   File   15:ABI/Inform(R)   1971-2001/Feb 26
          (c) 2001 Bell & Howell
   File   16:Gale Group PROMT(R)   1990-2001/Feb 27
          (c) 2001 The Gale Group
   File   18:Gale Group F&S Index(R)   1988-2001/Feb 27
          (c) 2001 The Gale Group
   File   20:World Reporter   1997-2001/Feb 28
          (c) 2001 The Dialog Corporation
   File 148:Gale Group Trade & Industry DB 1976-2001/Feb 27
          (c)2001 The Gale Group
   File 160:Gale Group PROMT(R)   1972-1989
          (c) 1999 The Gale Group
   File 169:Insurance Periodicals 1984-1999/Nov 15
          (c) 1999 NILS Publishing Co.
*File 169: This file is closed (no longer updating).
   File 267:Finance & Banking Newsletters 2001/Feb 26
          (c) 2001 The Dialog Corp.
*File 267: See HELP NEWS 267 for a list of journals
and dates they will not publish in 2001.
   File 268:Banking Information Source 1981-2001/Feb W3
          (c) 2001 Bell & Howell
   File 473:Financial Times Abstracts 1998-2001/Feb 27
          (c) 2001 The New York Times
   File 475:Wall Street Journal Abs 1973-2001/Feb 27
          (c) 2001 The New York Times
   File 481:DELPHES EUR BUS 80-1999/DEC W3
          (c) 1999 ACFCI & CHAMBRE COMM IND PARIS
*File 481: ***Due to technical problems, this file
is temporarily not updating.
   File 485:Accounting and Tax Database 1971-2001/Feb W3
          (c) 2001 Bell & Howell
   File 583:Gale Group Globalbase(TM) 1986-2001/Feb 28
          (c) 2001 The Gale Group
   File 621:Gale Group New Prod.Annou.(R) 1985-2001/Feb 27
          (c) 2001 The Gale Group
   File 623:Business Week 1985-2001/Feb W4

```
   Set   Items   Description
   ---   -----   -----------
?s banner(w)(adverti??????-ad-ads)
      156679   BANNER
           0   ADVERTI?????? AD ADS
    S1     0   BANNER(W)(ADVERTI?????? AD ADS)
?s banner(w)(adverti?????? OR ad OR ads)
Processed  20 of  25 files ...
Completed processing all files
      156679   BANNER
     3033097   ADVERTI??????
      868391   AD
      550487   ADS
    S2  34327   BANNER(W)(ADVERTI?????? OR AD OR ADS)
?
?s s2 AND (target??? OR customi?????? OR personal??????? OR individual???????)(3n)(ad O
R ads OR adverti??????)
Processing
Processed  10 of  25 files ...
Processing
Completed processing all files
       34327   S2
     3014271   TARGET???
      633965   CUSTOMI??????
     3166545   PERSONAL???????
     2763203   INDIVIDUAL???????
      868391   AD
      550487   ADS
     3033097   ADVERTI??????
       89780   (((TARGET??? OR CUSTOMI??????) OR PERSONAL???????) OR
               INDIVIDUAL???????)(3N)((AD OR ADS) OR ADVERTI??????)
    S3   5335   S2 AND (TARGET??? OR CUSTOMI?????? OR PERSONAL??????? OR
               INDIVIDUAL???????)(3N)(AD OR ADS OR ADVERTI??????)
?s s3 AND (categor??????? OR classif???????)(3n)(information OR document? OR data OR bu
siness?? OR access???)
Processing
Processing
Processing
Processing
Processing
Processing
Processed  10 of  25 files ...
Processing
Processed  20 of  25 files ...
Processing
Processing
Completed processing all files
        5335   S3
     1695719   CATEGOR???????
```

3/7

```
        707543   CLASSI????????
      12944645   INFORMATION
       1957021   DOCUMENT?
       6896306   DATA
      29833087   BUSINESS??
       3943921   ACCESS???
        129251   (CATEGOR??????? OR CLASSIF???????)(3N)(((INFORMATION OR
                 DOCUMENT?) OR DATA) OR BUSINESS??) OR ACCESS???)
   S4     150   S3 AND (CATEGOR??????? OR CLASSIF???????)(3N)(INFORMATION
                 OR DOCUMENT? OR DATA OR BUSINESS?? OR ACCESS???)
?s s4 AND pd<19980331
>>>File 15 processing for PD= : PD=19980331
>>>    started at PD=710000 stopped at PD=930107
>>>File 16 processing for PD= : PD=19980331
>>>    started at PD=19900101 stopped at PD=19950623
>>>File 18 processing for PD= : PD=19980331
>>>    started at PD=19860423 stopped at PD=19931110
Processing
>>>File 148 processing for PD=  : PD=19980331
>>>    started at PD=140105 stopped at PD=830728
>>>File 160 processing for PD=  : PD=19980331
>>>    started at PD=2103 stopped at PD=770314
>>>File 268 processing for PD=  : PD=19980331
>>>    started at PD=16T 16 stopped at PD=870522
Processed  10 of  25 files ...
>>>File 475 processing for PD=  : PD=19980331
>>>    started at PD=191111 stopped at PD=810213
>>>File 481 processing for PD=  : PD=19980331
>>>    started at PD=01970000 stopped at PD=19940610
>>>File 485 processing for PD=  : PD=19980331
>>>    started at PD=130000 stopped at PD=920202
>>>File 583 processing for PD=  : PD=19980331
>>>    started at PD=100001 stopped at PD=890339
Processing
>>>File 621 processing for PD=  : PD=19980331
>>>    started at PD=00000000 stopped at PD=19910208
>>>File 624 processing for PD=  : PD=19980331
>>>    started at PD=104 stopped at PD=921203
>>>File 625 processing for PD=  : PD=19980331
>>>    started at PD=8111 stopped at PD=890425
>>>File 626 processing for PD=  : PD=19980331
>>>    started at PD=8111 stopped at PD=890601
>>>File 635 processing for PD=  : PD=19980331
>>>    started at PD=1190 stopped at PD=910826
>>>File 636 processing for PD=  : PD=19980331
>>>    started at PD=19880101 stopped at PD=19940316
Processed  20 of  25 files ...
>>>File 790 processing for PD=  : PD=19980331
>>>    started at PD=APRIL 00, 1984 stopped at PD=JANUARY 08, 1996
>>>File 791 processing for PD=  : PD=19980331
>>>    started at PD=APRIL 01, 1977 stopped at PD=NOVEMBER 02, 1998
Completed processing all files
          150  S4
      10975394  PD<19980331
   S5       5  S4 AND PD<19980331
?rd
>>>Duplicate detection is not supported for File 481.
>>>Duplicate detection is not supported for File 623.
>>>Duplicate detection is not supported for File 625.
>>>Duplicate detection is not supported for File 626.
>>>Duplicate detection is not supported for File 790.
>>>Duplicate detection is not supported for File 791.
>>>Duplicate detection is not supported for File 792.

>>>Records from unsupported files will be retained in the RD set.
...completed examining records
   S6       4  RD (unique items)
```

?t s6/3/all

6/3/1   (Item 1 from file: 9)

01882865 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Web Advertiser Fuels Growth With $40M Investment
(DoubleClick, a seller of Web-based network advertising, taps private
equity market for $40 mil)
Private Equity Week, v 4, n 27, p 1+
July 07, 1997
DOCUMENT TYPE: Newsletter ISSN: 0015-2005   (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 669

6/3/2   (Item 2 from file: 9)

01633554 (USE FORMAT 7 OR 9 FOR FULLTEXT)
3M reaps leads from targeting of Web banners
(3M's Web site is saving it money, as a cost per lead is less expensive
than print advertising)
Business Marketing, p M-1+
October 1996
DOCUMENT TYPE: Journal ISSN: 0745-5933   (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 582

6/3/3   (Item 3 from file: 9)

01535499 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Consumer Demand for Web Advertising
(Advertising revenue from the World Wide Web was $43mil by the end of 1995
and is expected to reach over $80mil this year)
InterActive Consumers, v 3, n 5, p 1+
May 1996
DOCUMENT TYPE: Newsletter (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 2768

6/3/4   (Item 4 from file: 9)

01350993 (USE FORMAT 7 OR 9 FOR FULLTEXT)
brand builders
(Quaker Oats created a megabrand position to fuel a healthy consumer all
over the world)
Brandweek, v XXXVI, n 46, p 17+
December 04, 1995
DOCUMENT TYPE: Journal ISSN: 1064-4318   (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 1878
?t s6/9/2

6/9/2   (Item 2 from file: 9)

01633554   (THIS IS THE FULLTEXT)

3M reaps leads from targeting of Web banners
(3M's Web site is saving it money, as a cost per lead is less expensive
than print advertising)
Business Marketing, p M-1+
October 1996
DOCUMENT TYPE: Journal ISSN: 0745-5933 (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 582

ABSTRACT:
Routinely, the interactive form on 3M Co's Web site generates 10 to 15
responses per week. However, a recent assignment completed by interactive
direct marketing shop SiteSpecific (New York), multiplied over tenfold the
online inquiries for one of the office supplies manufacturer's products,
which is a $7,000 projector system. The result was a cost per lead far less
expensive than print advertising and it generated as many quality prospects
as direct mail. The company wanted to aim at trainers, trade associations,
presentation software users, and executives that are responsible for
multimedia presentations, according to Michelle Wadino, program manager for
3M at Harte-Hanks Communications. Additionally, 3M wanted to start building
a database of potential clients for the next generation of the projector
system. The ads achieved click-through rates in the 9%-15.8% range. The
company spent a total of $128,000 on the campaign, which was managed by
SiteSpecific's David Turnbull, director-new business development, Sean
Brevick, account manager for 3M and Novell, and Jeremy Haft, creative
directgor of SiteSpecific. From this budget, $50,000 went toward a media
buy of 1.4 million impression during July 1996. Reportedly, this campaign
delivered close to 1.8 million impressions as of September 18, 1996,
because some sites with 3M banners actually over delivered on impression
buys. The article provides additional information on the success of the Web
site over traditional advertising.

TEXT:
By Jane Hodges

In an ordinary month, the interactive forms 3M Co. uses on its Web site
generate 10 to 15 responses per week.

But a recent assignment completed by interactive direct marketing shop
SiteSpecific, New York, multiplied more than tenfold the online inquiries
for one of the office supplies manufacturer's products, a $7,000 projector
system. The result was a cost per lead that was far cheaper than print
advertising and generated as many top-notch prospects as direct mail.

FINDING THE RIGHT AUDIENCE

3M Co. (http://www.3m.com) wanted to target trainers, trade associations,
presentation software users and executives responsible for multimedia
presentations, said Michelle Wadino, program manager for 3M at Harte-Hanks
Communications. The company also wanted to begin building a database of
potential customers for the next generation of the projector system.

Creative developed under SiteSpecific's Creative Director Jeremy Haft used
different banners on different sites to target types of uses. One banner,
featured on the "Dilbert" page of United Media's site, featured the words
"Do it with the lights on."

MEASURING CLICK-THROUGH

The ads garnered click-through rates in the 9% to 15.8% range (as opposed
to the 2% range affiliated with broad Web banner campaigns). 3M spent a
total of $128,000 on the campaign, which was managed by SiteSpecific's
David Turnbull, director-new business development; Sean Brevick, account
manager for 3M and Novell; and Mr. Haft.
Of that budget, $50,000 went toward a media buy of 1.4 million impressions
during July. The campaign actually delivered close to 1.8 million
impressions as of Sept. 18, because some sites with 3M banners

overdelivered on impression buys.

SiteSpecific made buys on CMP Media's TechWeb agent-driven site Firefly and search service HotBot. It also used New York-based DoubleClick's affiliate network, which uss SIC code technology to locate specific business domains the *target* audience might visit. *Ads* also appeared on United Media's site and ZD Net.

WEIGHING THE MIX

"It's one of the most successful campaigns we've worked on," said Robert Kadar, eastern regional sales manager at DoubleClick.

Among business-to-business efforts his company has handled over the past six months, only web campaigns from Microsoft Corp. and Ziff-Davis Publishing Co.'s ZD Net generated higher click-through rates, he added. During the month in which 3M tested Web direct response marketing with SiteSpecific, it also used print and direct mail to target audiences. In all, direct mail generated the most leads (4,037), followed by the Internet (1,470) and print (457). The most expensive medium, with a cost per lead of $138.35, was print; the Web cost $69.23 per lead; and direct ail cost only $20 per lead.

But while direct mail proved the least expensive method to reach a target audience, the quality of the leads it presented wasn't necessarily the most successful.

Harte-Hanks places customer inquiry *data* in three *categories*: A (most valuable prospect), B (less valuable), and U (unqualified).

A GOOD BENCHMARK

On a percentage basis, print yielded the most A and B leads, with 84% of inquiries in this category. As for Web-generated leads, 78% were qualified. Only 73% of direct-generated leads were qualified.

"We set the goal for interactive leads at between 1,200 and 1,500," said 3M's Ms. Wadino. "If we used this method every time we launched a new product, this would be a good benchmark for us."
Fact file

Marketer: 3M Co.

URL: http://www.3m.com

Project: *Banner* *ad* campaign for visual projection system

Goal: Generate sales leads and build database

Cost: $128,000

Results: 1,470 leads generated, 78% qualified.

The team: 3M Co., Harte-Hanks Communications, SiteSpecific

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COMPANY NAMES: MINNESOTA MINING & MANUFACTURING CO
INDUSTRY NAMES: Information industry; Online services
PRODUCT NAMES: On-line service providers (737500)
CONCEPT TERMS: All market information; Marketing campaign
MARKETING TERMS: All media; Online
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)
?